PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Tina Bussiere, Wunderman **DATE:** June 28, 1999

FROM: Lynell Jones

SUBJECT: Creative Brief--Requalifying Survey for Party Zone Survey Respondents

Overview:

One of the primary goals of the Parliament Party Zone events program is to generate new names for the PM database. This is done by allowing consumers to fill out a survey which makes them eligible for the PPZ sweepstakes. This year's sweepstakes reward is a windjammer cruise that will be rewarded to 18 lucky winners. As part of a new PM initiative, all names generated through a sweepstakes must be requalified through a direct mail requalifying survey.

Survey Objective:

- Requalify all first-time Parliament Party Zone survey respondents
- Reinforce PPZ equity and excitement about the sweepstakes

Audience Profile:

All consumers, not currently on the database, who have recently responded to a Parliament Party Zone event survey.

Creative Guidelines:

This piece will only be mailed to all first-time PPZ survey participants. The primary goal is to requalify names generated from recent events in order to target these respondents in future direct mailings. The primary communication is the survey with a lighter incentive for the return of the survey. The secondary communication is to thank consumers for entering the cruise sweepstakes at a recent PPZ event. Tertiary communication is PPZ creative that reminds consumers of their participation at a recent PPZ event. PPZ creative should be used for communication purposes. Examples of PPZ creative is attached and a disk will be provided. No coupons will be provided with this direct piece.

Timetable:

- Creative Brief to Agency — June 29
- 1st round of Comps — July ~~16~~ ~~23~~ 22 per Lincoln's request
- 2nd round of Comps — July 23
- Art and Keyline — July 30

Ready — September 30

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Parliament

8 mg "tar," 0.6 mg nicotine av.
per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Party Zone

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